

CARAT WEIGHT

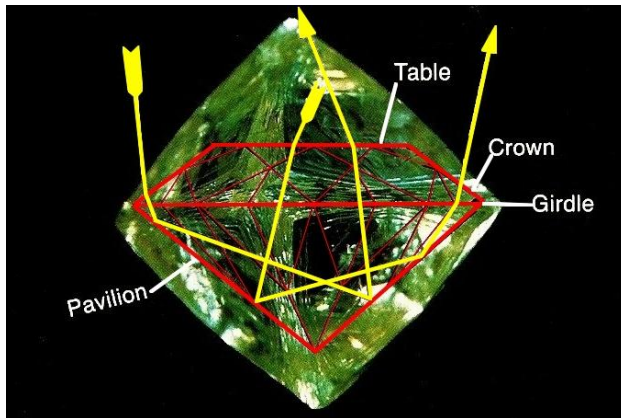
The weight of a diamond is measured in carats. One carat is divided into 100 parts called "points"
(1ct = 1.00)(½ ct = 0.50)

The value of two diamonds of the same weight can vary greatly depending on the color, clarity and especially the cut. Below are two identical pieces of rough, (uncut diamonds) each of the same quality and value.

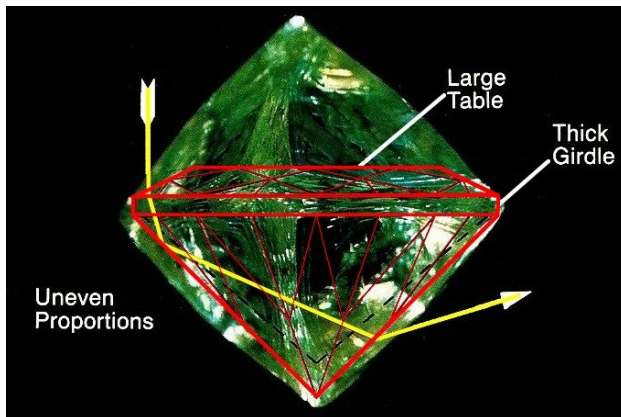
Example 1. From one piece of rough a diamond has been cut to Ideal proportions, retaining a weight of one carat (1.00ct). The Light is totally reflected through the top.

Example 2. The second piece of rough has been "spread" in its cutting, resulting in a diamond weighing approximately 1.40ct. Note: The girdle is thicker, the table is much larger, the angles are exaggerated, all at the expense of the diamond's ability to reflect light.

Therefore, one can see that the value of a diamond can vary as much as a 40% in the cutting alone.



IDEAL CUT DIAMOND



INFERIOR CUT DIAMOND

A MESSAGE FROM A MASTER CUTTER

This brochure is designed to afford the discerning buyer the opportunity to study the aspects of a diamonds qualities and how these qualities relate to its beauty and value.

A clear understanding will add to one's enjoyment and confidence in the purchase of finely cut diamond.

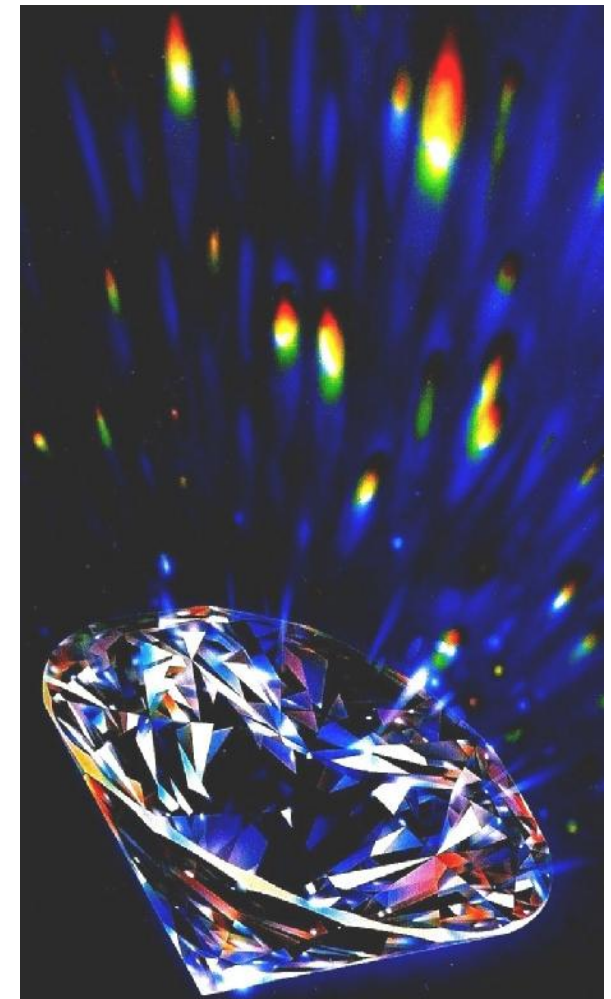


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THE IDEAL CUT DIAMOND

YOUR GUIDE TO THE FOUR C's



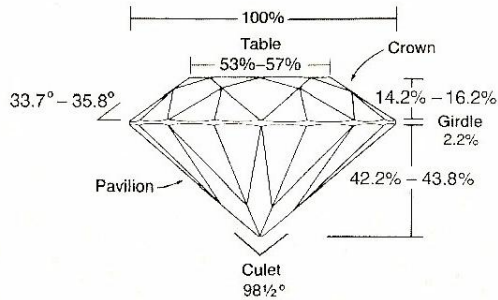
THE IDEAL CUT

When a round brilliant diamond has been cut to "Ideal" proportions by a master cutter, it is a splendor to behold.

The Ideal Cut Diamond describes a round brilliant diamond that has been cut to exact and mathematically proven proportions. Its symmetry, with 58 exactly placed facets, produces the ultimate in lustre and beauty.

When a diamond is cut to the ideal proportions, all of the light entering from any direction is totally reflected through the top and is dispersed into a display of sparkling flashes and rainbow colors.

PROPORTIONS OF THE IDEAL CUT

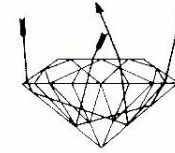
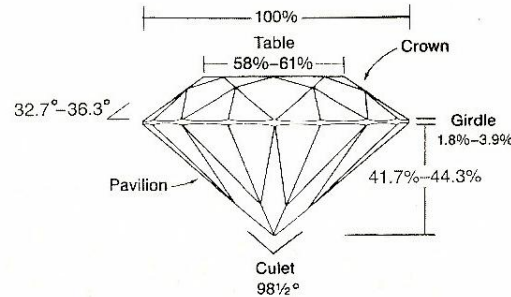


CUT

PREMIUM CUT

A Premium Cut diamond demonstrates subtle variations from the Ideal Cut. Although dimensional differences affect a diamond's reflection of light, a Premium Cut still achieves a harmonious balance between its proportions and the display of brilliance.

PROPORTIONS OF THE PREMIUM CUT

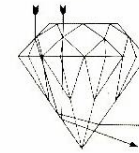


THE IDEAL CUT
Light* entering the diamond reflects internally from facet to facet and is reflected back through the top ONLY, creating maximum brilliance.

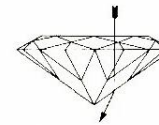


INFERIOR CUT

Most diamonds are "spread" in their cutting to retain maximum weight from the original rough. A heavier diamond will result, but at a dramatic sacrifice of potential fire and brilliance.



TOO DEEP
When a diamond is cut too deep, light* leaks out of the bottom, brilliance is lost and the center of the diamond will appear to be dark.



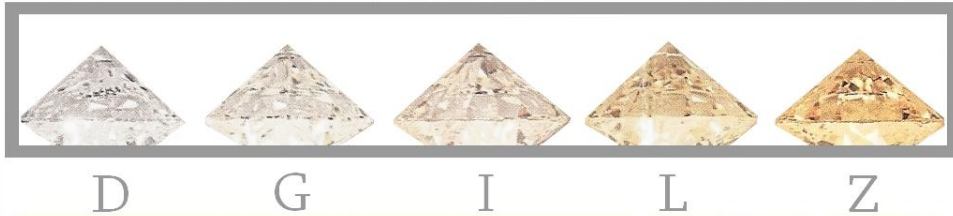
TOO SHALLOW
When a diamond is cut too shallow, light* leaks out of the bottom, brilliance is lost and the diamond appears watery, glassy and dark.



*Arrows on the diagram simulate the flow of light in the diamond.

COLOR

Most diamonds, although appearing colorless, actually have slight tones of yellow or brown. As these tones become more easily apparent, the rarity and the cost decrease.



Ideal cutting dramatizes the rare splendor of a diamond because it produces such dazzling brilliance.

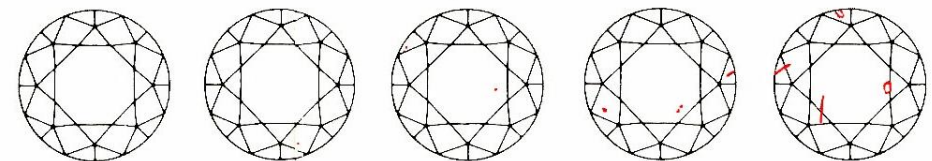
COLOR GRADING SCALE

GIA	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	Colorless			Near Colorless			Faint Yellow			Very Light Yellow			Light Yellow										
AGS	0	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0	5.5	6.0	6.5	7.0	7.5	8.0	8.5	9.0	9.5	10		

CLARITY

Practically all diamonds contain naturally occurring internal characteristics called inclusions. The size, nature, location and amount of inclusions determine a diamond's clarity grade and affect its cost.

One unique advantage of the Ideal Cut is that its sparkle can mask otherwise noticeable inclusions.



FL-IF
No inclusions visible (by an expert) under 10x magnification. (FL = Flawless, IF = Internally Flawless.)

VVS1-VVS2
Minute—extremely difficult to find under 10x. (VVS = Very, very slight inclusions.)

VS1-VS2
Minor—difficult to find under 10x. (VS = Very slight inclusions.)

SI1-SI2
Noticeable, relatively easy to find under 10x. (SI = Small inclusions.)

I1-I2
Obvious under 10x—just visible to the naked eye. (I = Imperfect.)

CLARITY GRADING SCALE

GIA	Flawless	VVS ₁	VVS ₂	VS ₁	VS ₂	SI ₁	SI ₂	I ₁	I ₂	I ₃	
	Internally Flawless								Imperfect		
AGS	0	1	2	3	4	5	6	7	8	9	10